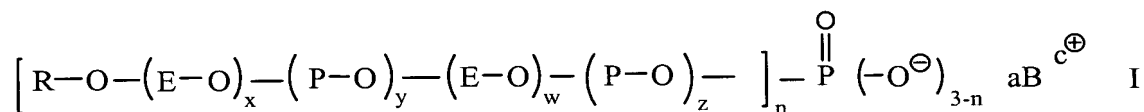


IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of using an aqueous polymer dispersion as adhesive for a self-adherent peelable films film, tapes tape or labels label, comprising:
treating a film, tape or label with a wherein the polymer dispersion contains
containing from 0.1 to 10 parts by weight, based on 100 parts by weight of polymer, of an
emulsifier A) containing a phosphate group, based on 100 parts by weight of polymer,
thereby obtaining said self-adherent peelable film, tape or label;
wherein said emulsifier A) is represented by the formula



wherein

E is CH_2-CH_2-

P is $\begin{array}{c} \text{CH}_2-\text{CH}- \\ | \\ \text{CH}_3 \end{array}$

R is C₁-C₁₈ alkyl,

x,y,w,z, each denote an integer from 0 to 30,

x+w is at least 1,

y+z is at least 1,

n is 1 or 2,

B is a monovalent or divalent cation,

a,c, each denote 1 or 2, a*c being equal to 3-n.

2. (Original) A method as defined in claim 1, wherein the emulsifier comprises alkoxyl groups to an extent of at least 50 wt%.

3. (Canceled)

4. (Currently Amended) A method as defined in ~~any of claims~~ claim 1 to 3, wherein the emulsifier has a molecular weight of from 400 to 2000 g/mol.

5. (Currently Amended) A method as defined in ~~any of claims~~ claim 1 to 4, wherein the polymer dispersed in the polymer dispersion ~~is composed~~ comprises, to an extent of at least 40 wt%, of so-called main monomers selected from the group ~~comprising~~ consisting of C₁-C₂₀ alkyl (meth)acrylates, vinyl esters of carboxylic acids containing up to 20 carbons, vinyl aromatic compounds containing up to 20 carbons, ethylenically unsaturated nitriles, vinyl halides, vinyl ethers of alcohols containing from 1 to 10 carbons, aliphatic hydrocarbons containing from 2 to 8 C atoms and one or two double bonds, ~~or~~ and mixtures thereof of said monomers.

6. (Currently Amended) A peelable, self-adherent film, tape or label ~~whenever~~ obtained by a method as defined in ~~any of claims~~ claim 1 to 5.

7. (Currently Amended) A substrate ~~whenever~~ provided with a peelable film, tape or label according to claim 6.

8. (New) The method according to Claim 1, wherein said self-adherent film, tape or label leaves no residue when peeled from a substrate.

9. (New) The method according to Claim 1, wherein said polymer is an emulsion polymer.

10. (New) The method according to Claim 1, wherein said polymer has a glass transition temperature of from -60°C to $+20^{\circ}\text{C}$.

11. (New) The method according to Claim 1, wherein a proportion of said ethylene oxide groups is at least 10 wt%, based on the molecular weight of said emulsifier.

12. (New) The method according to Claim 1, wherein a proportion of said propylene oxide groups is at least 10 wt%, based on the molecular weight of said emulsifier.

13. (New) The method according to Claim 1, wherein said polymer dispersion further comprises an additional emulsifier different from the emulsifier A).

14. (New) The method according to Claim 1, wherein said film is a thermoplastic film.

15. (New) The method according to Claim 1, wherein said polymer dispersion is applied to said film, tape or label at a rate of from 0.1 to 20 g of copolymer per m^2 .

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16. (New) The method according to Claim 1, further comprising drying said self-adherent peelable film, tape or label.

17. (New) The peelable, self-adherent film, tape or label according to claim 6 which leaves no residue when peeled from a substrate.

THE BASIS FOR AMENDMENT

The amendment of Claim 1 is supported at page 9, lines 38 and 39.

New Claims 8-17 have been added.

New Claim 8 is supported at page 1, lines 30-31.

New Claim 9 is supported at page 3, lines 19 and 20.

New Claim 10 is supported at page 3, lines 22 and 23.

New Claim 11 is supported at page 4, lines 1st paragraph.

New Claim 12 is supported at page 4, 2nd paragraph.

New Claim 13 is supported at page 5, lines 12 and 13.

New Claim 14 is supported at page 9, line 18.

New Claim 15 is supported at page 9, lines 41 and 42.

New Claim 16 is supported at page 9, lines 44 and 45.

New Claim 17 is supported at page 9, lines 44 and 45.

No new matter is believed to have been added by entry of this amendment. Entry and favorable reconsideration are respectfully requested.

Upon entry of this amendment Claims 1-17 will now be active in this application.